GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

STARRED QUESTION NO:46
ANSWERED ON:04.03.2002
POTENTIAL OF TOURISM INDUSTRY
RAMESHWAR DUDI

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether tourism industry has the potential to become the biggest industry in India as per the report of the World Travel and Tourism Council: and

(b) if so, the measures taken by the Government to achieve the goal?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a) and (b): A statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION No.+46 TO BE ANSWERED ON 4-3-2002 REGARDING POTENTIAL OF TOURISM INDUSTRY.

(a): The World Travel & Tourism Council (WTTC) in its India Initiative Status Paper released in August 2001 has underlined the enormous opportunity and prosperity for India through Travel and Tourism because of its outstanding wealth of natural reserves, rich cultural heritage, thriving business community and high levels of entrepreneurship.

(b): Several measures are in hand including the following:

1. Positioning and maintaining tourism development as a national priority activity;

2. Enhancing and maintaining the competitiveness of India as a tourism destination;

3. Improving India's existing tourism products and expanding these to meet new market requirements;

4. Creation of world class infrastructure;

5. Developing sustained and effective marketing plans and programs;
6. Special thrust to rural and small segment tourism; and

7 Attention to civilisational issues and issues pertaining to civic administration and good governance and also of social and cultural values.